



SALES TRAINING FOR THE NEW AGE HOSPITALITY PROFESSIONAL

Hospitality sales is constantly evolving and in this changing environment, being a successful sales person means that the ability to use standard sales techniques is not good enough. Understanding the strategic aspects and the ability to adapt and sell differently through new and different channels is critical.

This can only be achieved through understanding the big picture and very often difficult for a sales person based at a hotel; empower your sales teams to deliver optimal results through this powerful and hotel industry specific sales training designed by HSSO for the new age hospitality sales professional.

ACCOUNT MANAGEMENT

Covers areas such as mining and researching information, qualifying accounts, segmentation, making CRM work for you, the total account management principle, presentation skills

SALES TECHNOLOGY

Working with CRM systems, RFP systems, Sales and Catering systems, understanding GDS and CRS, E-mail usage, data management and more....

SALES & RELATED AREAS

Understanding related areas including revenue, front office operations, Conference & Banqueting, Accounts

ORGANISING SALES EVENTS

How to organise events and measure results - trades shows/client events/road shows

SALES TOOLS

Using mobile devices, internet based technology, and other devices which optimise sales efforts and convenience

TREND WATCHING

Keeping track of the latest trends and how to use it pro-actively

Find out more on how we can deliver this training for you!

info@hospitalitysalessolutions.co.uk

GLOBAL SALES

Using or leveraging global sales teams, relevance of standardised working, understanding cultural differences

STANDARD SALES DOCUMENTS

Identifying and standardising documents used both internally and externally

NETWORKING

The importance and benefits of inter-personal skills, internal and external networking, online networking

ENQUIRY HANDLING PROCESS

One of the most important areas for any organisation - how to get it right, increase conversion rates and measure it

ANALYSING REPORTS

How to work through the vast amounts of information available to find what you need and how to use it effectively

ALLIANCES & ASSOCIATIONS

Understanding their relevance and how to use them to your advantage

ANALYSING COMPETITION

Various tools and methods to analyse the competition and how to use this information